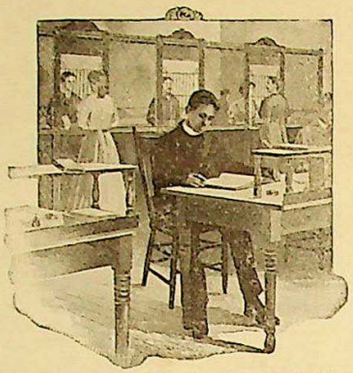


Our System of Business Practice.

Our system of business practice is a complete counterpart of the the great business world. Our students transact business by means of banks, wholesale houses, commission houses and all the other great agencies of commerce. They are thoroughly taught how to do, and then they do, with as much exactness and care as if they were in real business, the manifold duties incident to business life.

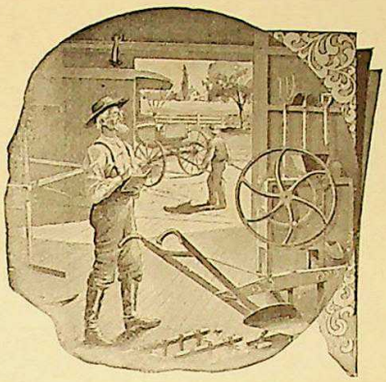
About Positions.

The graduates of our school can be found in the majority of the business houses of Rockford. The banks of our city, the insurance companies, real estate offices and manufacturing establishments also employ our graduates, and we can truthfully state that they occupy positions all over the northwestern portion of our state. Many of them in Wisconsin, Iowa and Missouri are holding good positions, and we get letters frequently from many towns and cities of those states asking for bookkeepers and stenographers and typewriters. Young gentlemen, and ladies as well, are meeting with splendid success, many of them conducting business for themselves.

We are constantly looking out for positions for those who are not able through their friends to get a position that is desirable, and we are glad when each one can be suited with pleasant employment. We would be glad to have you come to Rockford for the course you desire to take, and we are quite sure that if you desire a practical education you can get it at the Rockford Business College, and it will help you in any sphere of life. If you have a mental disposition that would be suited to the work of an accountant and stenographer, and if you can afford to spend a little time and a small amount of money to prepare for these accomplishments, your future is secure and you will not necessarily wait long for an opening where you will be welcome and life a pleasure to you. There is an increasing demand for competent and reliable help, if you are not afraid to work you are wanted.

An Expert Accountant.

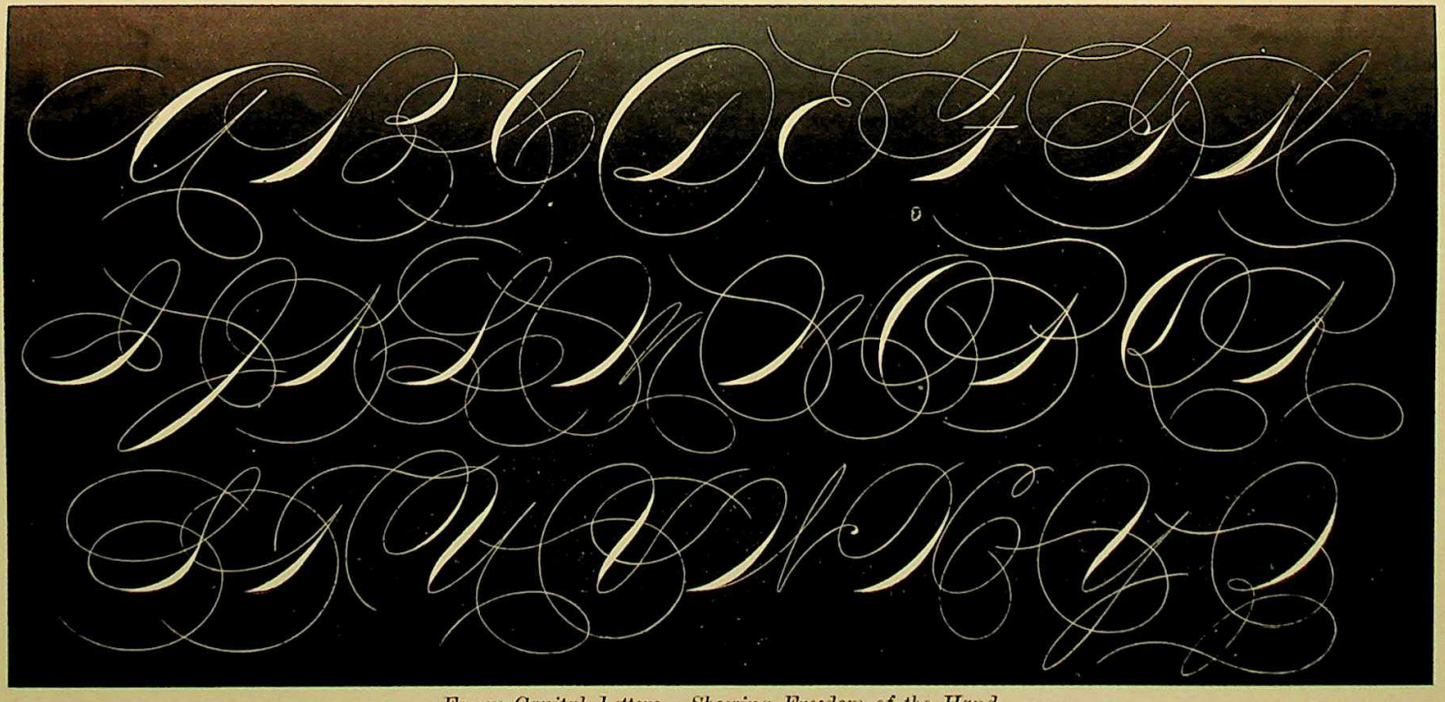
Business houses will sometimes get into trouble. Partners will sometimes disagree and litigation will follow. Differences of opinion will arise that can only be settled by an examination of the books by an expert accountant. This is a fascinating profession that is rewarded with liberal remuneration.



Farming as a Business.

The farmer who is the most successful is the one who runs his farm on business principles. He keeps an exact account of what he buys and sells, and he knows at all times just how he stands with the world. The successful and well-to-do farmer is the business farmer.

A reasonable conception, a strength of purpose and a clear knowledge that this world is not a paradise, but means that success to "the average man depends on 2 per cent of genius and 98 per cent of hard work." Providence is not absent-minded, and God helps us to see better things in this life.



Fancy Capital Letters — Showing Freedom of the Hand.

Educate for Practical Business Life and you will be Rewarded by Success and Independence.

The Rockford Business College, of Rockford, Illinois, is a chartered institution and is the leading Business Training and Shorthand school of the northwest. The College has been established in Rockford for many years and has gained merit and prestige with the business men and educators throughout the entire section of Illinois and adjoining States. In its faculty may be found some of the most eminent teachers for this special kind of work that is expected of a first-class Business and Shorthand College. This fact is generally conceded by the people of Rockford and wherever the college is known. The teachers of this institution are especially selected with reference to their fitness for the particular branch of instruction that they are required to impart.

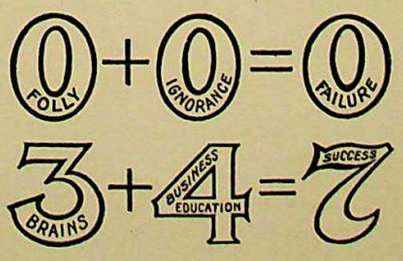
The most convincing proof of the advantages the students derive from being trained in a first-class institution by trained professors, is the fact that our graduates secure and afterwards successfully retain pleasant and profitable positions. If you have not fully decided to give yourself the advantage of a business education you should do so as early as possible, for delays often prove dangerous, and an opportunity when lost does not often return.

The way to reach success in life is through the path of common sense, aided by determination and purpose and persistent effort. You can scarcely overestimate the genius of industry when applied to your own individual life, and how greatly one can improve his education and business opportunities by a thorough preparation for business life.

A BUSINESS EDUCATION is a good thing to get, and the ROCKFORD BUSINESS COLLEGE is a good place to get it. At our school no one is slighted, and the utmost care and pains is taken that the education of each individual student is made as thorough and practical as possible. Our graduates are assisted in the procuring of paying positions.

The last year's school work was one of the most successful in the history of the school, both from point of attendance and educational results secured. In our bookkeeping course we have recently adopted that popular system known as the BUDGET SYSTEM which is one of the most original and practical ways of presenting the subject to the student, requires much shorter time to complete it than the old system which we formerly had, and each department of our school will be supplied with experienced teachers who will take a warm, personal interest in their pupils. Each student advances as rapidly as possible, and is not held back by lack of progress on the part of others. The expenses this year for a course in our school in Business and Shorthand will be much reduced in our tuition rates, and the object of this on the part of the management of the college is to make a reasonable living and give to every one who may desire it the advantage of the most practical and useful education. Our tuition rates will be found on another page of this paper. We have also made arrangements with numerous families in our beautiful Rockford to take students into their homes at very reasonable rates for board and room of from $3.00 to $3.50 per week, which we are sure, is reasonable for the excellent accommodations offered.

J. E. KARNS, *President.*

Our Business and Shorthand courses are now so thoroughly revised and perfected as to enable the average student of ability and attainment to complete one of these courses in six months' time. We are now able to do better by our patrons and students than we have ever before been able to do. We have a new College Building which affords the most perfect light and ventilation, with the artesian water from Rockford's famous artesian well on all floors and a splendid system of heating the building, furnished by the American Heating Company, and with sanitary regulations and plumbing throughout the entire building, and also two elevators, which are run all through the day, conveying students and visitors to all the different rooms and departments. All who complete the Business and Shorthand courses of our school have better opportunities for securing the best positions than those who have a mere working knowledge of the subjects. In our bookkeeping course we give *Theory and Practice.* In other words, it is the knowing and doing. We have business transactions of actual practice performed by the student himself, accompanied by the necessary business forms, vouchers, correspondence and banking.

Rockford has more commercial advantages than other cities of the northwest on account of her numerous manufacturing establishments. All these are important facts that make this city almost the ideal location of a Business School. And they are facts that will interest the young people who must leave home to get a business education.